

## Media Information Insight Asia-Pacific 2021

### The OAV magazine with background information of the Asia Pacific region and expert opinions

**Target group:** Member companies of the OAV and the Asia-Pacific Committee of German Business, Managers of the German business community doing business in Asia.

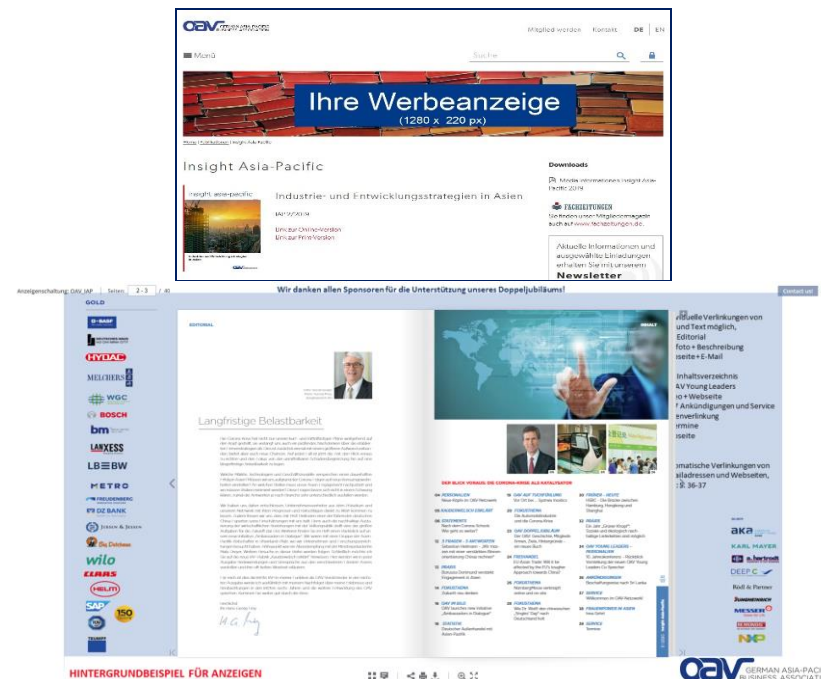
**Format:** 210 x 297 mm (WxH)  
**Size:** 36-40 pages  
**Circulation:** 1.300 copies | 1.600 digital copies  
**Publication:** 4 issues / year  
**Color:** 4C (Euroscale CMYK)

**Advertising format:**

Trim (+ 3 mm on all sides), for U3 and U4:  
 - ½ Inside page 210 x 148 mm (BxH)  
 - 1/1 Page 210 x 297 mm (BxH)

**Image in print space:**

- ½ Inside page 182 x 132,4 mm (BxH)  
 - 1/1 Inside page 182 x 264,8 mm (BxH)



**Advertising prices (two options):**

All prices exclusive of VAT.  
 Agencies get a discount of 15%.

*Individual offers on request.*

**1) Print copies**

- Inside back cover (U3): 2,800 EUR / issue  
 - Outside back cover (U4): 3,000 EUR / issue  
 - 1/1 Inside page: 2,500 EUR / issue  
 - ½ Inside page: 1,500 EUR / issue

**2) Print copies + Online advertisement**

Banner on [OAV website \(IAP\)](#) for three months  
[Online version](#) with links and placement of banners and logos

- additional 500 EURO to prices of print copies

Edition	Publication	Focus theme	Booking date	Deadline for data
04/2020	December 2020	South East Asia	05.11.20	19.11.20
01/2021	March	<i>Will be announced in January.</i>	05.02.21	19.02.21
02/2021	June	<i>Will be announced in March.</i>	07.05.21	21.05.21
03/2021	September	<i>Will be announced in July.</i>	30.07.21	13.08.21
04/2021	December	<i>Will be announced in August.</i>	29.10.21	12.11.21

**Technical details:**

Data per mail (formats e.g. Ouark XPress, Adobe Photoshop, PDF in high quality). Proofs on request and at additional cost.  
 Contact person: Trang Phung, Tel. +49 40 35 75 59-17, E-Mail: [phung@oav.de](mailto:phung@oav.de)